



U.S. COMMERCIAL SERVICE
American Consulate General
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www.buyusa.it

U.S. PAVILION at MIDO 2004

MILAN, ITALY, 7 - 9 MAY, 2004



EXHIBITOR BOOTH AND SERVICE

For the fee of € 4.890*
each American Exhibitor at MIDO 2004 will receive :

- A 3x3 meter (10'x 10') fully constructed and furnished booth
- On-site assistance of U.S. Department of Commerce staff
- Interpreter services during the event
- General exhibition services
- A common lounge area with complimentary drinks and snacks
- Insertion in the show catalog, with product description translated into Italian
- MIDO 2004 registration fees
- A copy of the MIDO 2004 show catalog

** : € 4.890 = \$ 5.750 (exchange rate as of 11/28/2003)*

"MIDO"

THE WORLD'S PREMIER TRADE FAIR CATERING TO THE OPTICAL SECTOR

"MIDO", the world's leading trade fair catering to the optics, ophthalmology and optometry sectors will again be held at the **Milan fairgrounds on May 7-9, 2004.**

About us: encouraged by the success of the previous editions, the Commercial Section of the US Consulate in Milan will again **organize a US Pavilion at MIDO.** For a participation fee of **Euro 4,890** we will provide exhibitors with a **10' x 10' turn key booth**, fully equipped and attractively designed. We will take care of **all show logistics** (registration, translation of product description for insertion in the show catalog, booth construction, etc). Moreover, we will provide **on site assistance** before, during and after the show, will manage an **exhibitors lounge**, will **make hotel reservations** at discounted consular rates, will assist with a staff of **qualified interpreters**, and much, much more!.

About the show: the MIDO show, (www.mido.it / www.buyusa.it) Which was initiated 37 years ago, continues to be the leading, and truly international trade show of the optical sector. In 2003 the show was hit by an unprecedented series of negative factors such as the aftermath of the Iraq war, the peak outbreak of the SARS, the overall difficult international situation, etc., which heavily penalized the show and caused a decrease in number of visitors and of exhibitors. But this is a one time negative result in a long tradition of very successful shows. The world optical trade still looks at MIDO as the ideal and most prestigious forum to conduct business at an international level. Show figures for 2003 report a total of 1180 exhibitors of which 713 were foreign companies and 25,430 visitors of which 16,724 were international. The product range was very segmented, with a great focus on niche products, which resulted in increased business opportunities. The uniqueness of this international show is confirmed by the very large presence of foreign visitors from all over the world, who greatly outnumber Italian businesspeople. The show occupies a gross exhibit space of 515,000 sq. feet and is held at the very prestigious and newly constructed halls of the Milan Fairgrounds.

Though Italy is a recognized leader in the eyewear sector, the momentum that MIDO creates in the world of optical goods will provide US companies exhibiting in the US Pavilion a unique opportunity to showcase their products in a truly internationally focused arena.

If you are interested in learning more about participating in the US pavilion at MIDO, please contact Piera Gattinoni at : Piera.Gattinoni@mail.doc.gov



MIDO, THE WORLD'S LARGEST TRADE FAIR FOR THE OPTICAL GOODS SECTOR: ARE YOU THERE?

The Commercial Service (CS) of the U.S. Department of Commerce is pleased to offer you a unique opportunity to enter the Italian and international markets for optics, ophthalmology and optometry by exhibiting in MIDO, the world's leading exhibition of the sector.

Participation in the U.S. Pavilion at **MIDO**, Milan Fairgrounds, May 7-9, 2004 provides you with a fully constructed and furnished booth, on-site logistical and marketing assistance by U.S. Consulate personnel, interpreters, assistance with hotel reservations, and much, much more.

Participation in the U.S. Pavilion at MIDO costs Euros 4,890 for a 3x3 meter (10"x10") booth. (or \$ 5,750 at the exchange rate of November 18. Consider that the \$ has dropped of approximately 20% vs. the Euro in this last year). Alternatively, you can split a booth with another company for Euros 2,850. Double booths will also be available at Euros 9,200.

MIDO brings together companies showcasing a wide range of optical products. These include frames, sport, sun and prescription glasses and lenses, accessories, optometry and ophthalmology instrumentation and equipment, raw materials, data processing systems for optics, tools and machinery for the trade, etc.. (www.mido.it)

RAPID RESPONSE FORM

Yes! I want to exhibit in the U.S. PAVILION at MIDO 2004.

Company : _____

Address : _____

City / State / Zip : _____

Tel : _____ Fax : _____

E-Mail : _____ WEB Address : _____

Contact Name : _____ Title : _____

Your main business is: ☐ Manufacturing ☐ Services ☐ Other _____

Description of products/services: _____

**PLEASE FAX THIS FORM IMMEDIATELY TO
Piera Gattinoni, Commercial Specialist, Milan - Italy
Fax: 39-02-6596561 - E-mail: Piera.Gattinoni@mail.doc.gov**